National Congress Bulletin

SEPTEMBER 1956 • PUBLISHED BY THE NATIONAL CONGRESS OF PARENTS AND TEACHERS • CHICAGO 11 • VOL. 24, NO. 1

Membership Proclamation

Mrs. Rollin Brown

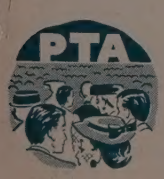
EVERY MONTH thousands of new members come into the parent-teacher organization. For ours is an organization where the doors are always open, where newcomers are always welcome. Our calendars set aside no closed season for membership. With us every season is an open season. The invitation to join is, and always has been, a standing one.

But every fall at the outset of the new school term we send out a special invitation, offering a cordial welcome to all mothers, fathers, teachers, and other citizens who do not yet belong to a P.T.A.

Soon it will be October, when once again we extend our traditional welcome. This year our invitation carries with it a particular challenge. The dimensions of that challenge have been outlined in the Action Program, based on the administration theme, "The Family and the Community: Each Shapes the Other—The P.T.A. Serves Both." This program details our determination to remove all blocks in the way of the finest schools, the most wholesome communities, the best family life for all our children.

Our organization has grown tremendously since the first special invitations went out during the closing years of the last century. Today we have a vastly larger membership—more than ten million.

But numerical strength is not the only gauge of our growth. The current Action Program supplies another measure of maturity. The projects and activities outlined there are designed for a membership that is mature in experience and in outlook, for an organization that over the years has sought and accumulated broad knowledge of family and community needs as well as community agencies for filling these needs.



We are living in times far more intricate and complex than any we have ever known, times when we have to concentrate harder than ever to help children develop physical, mental, and moral stamina. Still we are equal to the times and to the assignments they bring. There is no limit to the skill, the knowledge, the energy, and the vision of the American people. Neither is there a limit to the talents the Action Program calls for. This blueprint needs the vast personal endowments of all the American people.

Millions of citizens are already at work to eliminate the disastrous shortages in teaching personnel and school facilities; to arouse greater public interest in mental health and the prevention of mental illness; and to improve other conditions upon which the welfare of families and communities depends. In the projects and activities of our Action Program there is ample scope for the talents and energies of every citizen who wants to serve children and youth and through them the nation.

Perhaps no other generation has had more reason to perceive the shining truth of the scriptural phrase, "None liveth to himself." Every member is therefore urged to seek out those who have still to attend their first parent-teacher meeting and extend them a warm invitation to join us. To the end that our welcome may reach all fathers and mothers and teachers and friends of children, I, Ethel G. Brown, president of the National Congress of Parents and Teachers, do hereby designate the month of October 1956 as Membership Enrollment Month.

Ethel G. Brown

P. T. A. BULLETIN BOARD

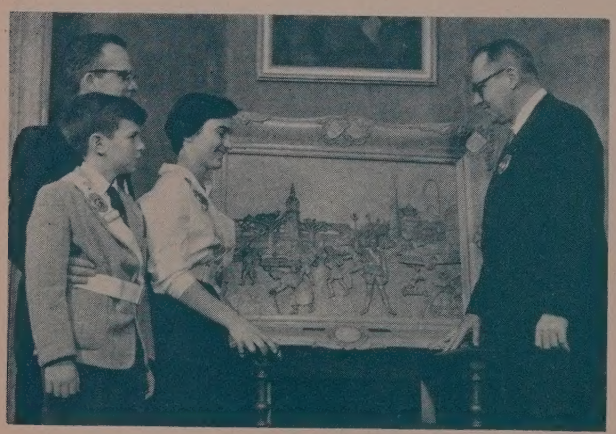
Brief Items of Current Interest

- **EFFECTS OF TELEVISION** on family living were brought to light through a poll of the Hibbard School P.T.A. in Chicago, Illinois. Findings reveal that most parents believe the impact of TV on family living has been great, if not always desirable. An excellent summary of the survey appeared in *Chicago Schools Journal* for September–October 1955.

- **TEACHER APPRECIATION DAY** occurs on Sunday in Mississippi so school education chairmen hoped that church services would be dedicated to teaching and teachers. All citizens were asked to join in paying tributes to teachers and in efforts to make teaching attractive to high school seniors.

- **"TRIPLE-P RULE"** is the name the East School P.T.A. of Menomonie, Wisconsin, applied to a family-fun night formula that filled the school with parents and children. The entertainment committee attributes clockwork smoothness of the evening's activities to its emphasis on *plans*, *publicity*, and *program*—all excellent.

- **A THOROUGH-GOING STUDY** of juvenile delinquency and protection ranks as an outstanding accomplishment of the Hobart (Indiana) P.T.A. Council during the past year. The committee in charge of the project, headed by Harold Moody, sent a sixteen-page report on its findings and recommendations to the Indiana governor, who in turn passed it on to the state correction department.



• Representing the 600,000 school safety patrol members in the United States, the safety chairman of the Maryland Congress, George R. Hammond, accepts a plaque from the German ambassador, Heinz L. Krekeler. The plaque is intended to symbolize the common aims and ties that connect the safety patrols of the two countries. Shown with the ambassador and Mr. Hammond at the German embassy are Saundra Smith and John Mackichan, from the Carole Highlands Elementary School, Takoma Park, Maryland.

• The auditorium was overflowing and crowds of people had to be turned away when the Marble P.T.A. of East Lansing, Michigan, in cooperation with other groups, staged "Out of the Past—Into the Future."

- **"I'VE LIVED IN THIS COMMUNITY** for four years, but it wasn't until tonight that I really felt a part of it." Comments such as this attested to the overwhelming success of the community pageant organized and sponsored by the Marble School P.T.A. (East Lansing, Michigan) as its 1956 Founders Day program. Fourteen local groups and organizations cooperated with the P.T.A. in presenting the pageant, which depicted 120 years in the life of the community.

- **SEVENTH AND EIGHTH GRADERS** were invited to come and bring their parents to a recent meeting of the Westhampton School P.T.A. (Richmond, Virginia). After a showing of the movie *Parents Are People, Too*, a leaflet titled *Here's How*, prepared by Richmond junior high students, was distributed to parents. The pamphlet, covering such topics as parties, dating, telephoning, and allowances, touched off an animated exchange of viewpoints between parents and youngsters.

- **PARENTS' LIVELY INTEREST** in methods of teaching reading prompted the Lincoln Elementary P.T.A. (Lakewood, Ohio) to devote one of its meetings to the subject. Background information was supplied by Mrs. Ethel K. Howard, director of elementary education, and then two of the school's teachers gave demonstrations to show how reading is taught in the first and second grades.

• **IT'S LOTS OF FUN** to learn how to paint and draw, children in the Clinton (Mississippi) Elementary School are finding out, thanks to the P.T.A. The local unit, as its main project, sponsors the school's art program, paying the instructor's salary and providing the necessary materials.

• **EVERY PUBLIC SCHOOL** on the island of Oahu in Hawaii now has a P.T.A. unit. The organization of the parents and teachers at Kunia School brought the total to 100 per cent.

• **TEN PACKAGES OF BOOKS** furnished by contributions of P.T.A. units in the United States to the CARE Children's Book Fund Project were donated to the Moises Saenz Secondary School No. 4 in Mexico City this spring. Among those taking part in the special ceremony that marked the presentation of the books were officers of Mexico's Ministry of Education, representatives of the school's P.T.A. (one of the most energetic in Mexico City), and the entire student body of 1,300 boys.

• **A PROFESSIONAL WORKER SCHOLARSHIP** has been awarded by the Chugach P.T.A. to Ruth M. Morley, educational clinic teacher at the Chugach Elementary School, Anchorage, Alaska. Miss Morley planned to use the award for continuing her three-summer course in Spanish teaching for elementary school children. Her beliefs that young children learn foreign languages more easily and that attitudes of other peoples are more understandable when we know their language are shared by three hundred cities and towns in forty-three states and the District of Columbia. According to Miss Morley, over 300,000 American elementary children have received foreign language instruction this past year.

• **FOR ITS ANSWER** to the question "What ails our schools?" the Peterson School P.T.A. in Chicago was awarded a prize of $100 by the *Chicago Daily News*. In connection with its publication of a series of articles on this challenging question, the newspaper offered three awards for the best letters received in reply. Peterson School P.T.A. members held a meeting to discuss the articles and then composed a letter, which won second prize. The unit's letter pointed to "public apathy" as the outstanding problem facing the schools today.

• **"NEW WAYS TO BEAT THE SCHOOL CRISIS,"** an article that appeared in the June 2 issue of *This Week Magazine*, described what communities across the country are doing to solve such problems as teacher shortages and overcrowding. The feature closed with this recommendation for action: "Which of these experiments would do the most good for your community? Check the list carefully. Perhaps you will want to discuss it at your next P.T.A. meeting."

• **WHEN A PHOTOGRAPHER CAME** to Laguna Salada School (Sharp Park, California) to take his annual pictures of the pupils, he found some adults waiting to be "snapped" too—members of the P.T.A.'s executive board. Mrs. C. P. McCarthy, president, reports that the unit wanted the pictures for its history, but now finds that they come in handy for newspaper publicity as well.

• **BY A RESOUNDING MARGIN** of almost 9 to 1, citizens of Jackson, Mississippi, voted for a $4,250,000 public school bond issue in May. The City Council of P.T.A.'s played a leading role in the campaign, with the president, Mrs. Henry N. Toler, and the vice-president-elect, Mrs. Joe T. Ware, serving as chairman and co-chairman, respectively, of the city's "Vote for School Bonds" Committee.

• Pancho the paper doll is just one of the devices Ruth Morley uses in her daily 10-minute Spanish lessons for Chugach first-graders. She also finds her eager young students responsive to the use of name cards, games, riddles, songs, and appropriate illustrative materials.

NATIONAL CONGRESS BULLETIN

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1957 CONVENTION

• The 1957 convention of the National Congress will be held in Cincinnati, Ohio, on May 19, 20, 21, 22.

IT'S *Membership Enrollment* TIME

AND HERE ARE SOME SUGGESTIONS THAT YOU MAY FIND HELPFUL

I Am a Member of the P.T.A.

Mrs. John E. Hayes

I hold a membership in the P.T.A.; through this membership I am a part of the conscience of my community, my state, and my America!

I am a part of American history in the making.

I am an infinitely small bit of a movement riding forward on the crest of time, building islands of brotherhood in a vast sea of indifference and lethargy.

I am a part of a great wave of enlightenment sweeping across the nation and the world, helping parents and teachers to understand the ways of growth for all children.

I pay *five pennies* to the National Congress of Parents and Teachers *once* each year—one small nickel, which becomes monumental when it goes to work for children.

I pay_____cents each year to the _____ State Congress, which through the alchemy of service mounts to untold worth for_____'s (name of state) children.

I hold a membership in the P.T.A. and through this membership have helped and am helping to change the attitude of all America toward its children.

• **The May issue** of the *Oklahoma Parent-Teacher Bulletin* carries membership figures for each local unit by regions and counties for 1955–56 and 1954–55 under the heading "How's Your Membership?" It is suggested that the listing be clipped and kept by all unit leaders so that new membership chairmen will have a basis on which to plan their membership enrollment for the coming year.

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• A membership table set up by a local unit in Delaware for for its October meeting last year.

• First person to enroll in the P.T.A. during Delaware's "Parent-Teacher Membership Month" last year was Governor J. Caleb Boggs. Here he is shown in his office at Dover as he receives his membership card from Mrs. Olivia K. Thomas, state membership chairman.

• **Local units in Iowa** receive an attractive Gold Oak Leaf Certificate as recognition for having reached the goal assigned them by the state congress. The border and printing are in blue, with a gold oak leaf overprinted in the center. The certificates are signed by the state president and the state chairman. An Honor Roll is published in the state bulletin.

• **California P.T.A.'s** included a western theme—"Lets Rope Everyone In"—among their varied enrollment activities. On a poster a large steer moved along the corral post each day that membership grew, and members in western garb gave pep talks to each room in school. Posters depicting a Disneyland castle with animals also were used by some California units. Classroom doors on posters were opened when the rooms reached 100 per cent enrollment. California also reported a baseball game theme, with players advancing to the home plate as percentages increased. Letters in Spanish and in English were sent to groups that included Spanish-speaking citizens.

OUR GOAL: 11,000,000 MEMBERS BY APRIL 15, 1957

This acrostic – Membership In the P.T.A. – appeared in the *Alabama Parent-Teacher:*

M erits the attention of every adult.
E ncourages partnership in common problems.
M olds public opinion in the interest of children.
B elieves in "children first" in any community.
E stablishes close relationships between home and school.
R eaches all people.
S ponsors supervised recreation.
H elps interpret the school program.
I nsures a better future for all children.
P romotes youth guidance.

I nspires parents to seek higher goals for children.
N urtures love, kindliness, and fellowship.

T rains leaders for parent-teacher service.
H armonizes home and school problems.
E ncompasses wide areas of development in child welfare.

P rotects public education.
T eaches democratic processes.
A cts as coordinator in community agencies.

—Mrs. Harry Nelson

• The enthusiastic "Membership Chat" written by Alabama's membership chairman and published in the state bulletin helped to bring about a 10 per cent gain in membership (a 4 per cent increase over last year's gain). "Lights Over Alabama" was developed as a theme throughout the year. Many slogans were offered, among them: "Believe In–Belong To–Build Up an Enlightened P.T.A."

• In Vermont, husband-and wife teams have worked well in enrolling members and in increasing attendance and participation at meetings. Two couples are assigned to a block.

During each visit, the conversation centers on the P.T.A. and the interests of the parents (which are later reported to the membership committee), and then an invitation to join the P.T.A. is extended.

Through an increasing—and increasingly active—membership we can bring the P.T.A. program alive and help the family and the community in their tasks of "growing forward." Through a large, active membership the P.T.A. can transform the family's and the community's concern and aspirations for children and youth into constructive action for their welfare.

—Mrs. J. C. Greig, *Membership Chairman*
National Congress of Parents and Teachers

• Fullerton P.T.A. in Baltimore County, Maryland, reported an enrollment campaign which opened last year on October 10 and closed November 3. It was based on a sailboat race in which each class raced a boat across a large poster named "Poster Lake." Inexpensive prizes were awarded.

First notice of the campaign was given in the school paper. A second notice went to the homes one week before the campaign, and a third notice was sent home on October 6. Announcements, using ship sound effects and sailor language, were broadcast over the school intercom system on October 2 and 10. (Care was taken never to put pressure on the children.)

On P.T.A. night, October 10, membership enrollment activities opened. The auditorium was decorated with fish nets, ship wheels, and everything nautical, and committee members wore sailor clothing. Room representatives collected envelopes in each room before the meeting and also circulated through the audience collecting from all who wished to join.

In the middle of the campaign, another notice was sent home to renew interest.

When the campaign ended, on November 3, prizes were awarded and the results were announced.

A "thank you" note was published in the school paper, and a report sent to the homes also extended "thanks." The local chairman called attention to the fine assistance of a good committee, the principal, the P.T.A. president, and the faculty.

(Continued on page 6)

• When P.T.A. Council officers came to call, members of the board of education of Pittsburg, Kansas, took time out from their meeting to enroll in the P.T.A.

P.T.A. VOLUNTEERS HELP IN CHICAGO POLIO CLINICS

• A call from the Volunteer Bureau of the Welfare Council for help at polio inoculation centers during the emergency that existed in Chicago in July and August brought a quick response from the Chicago Region.

Mrs. Kathleen Larkin, assistant director of the Volunteer Bureau, said that the response from P.T.A.'s was wonderful and that the Bureau was most grateful for the timeliness of the help given by members of the Chicago Region.

This further commendation was received from the National Foundation for Infantile Paralysis: "Deeply do we appreciate the splendid cooperation of the Chicago Region of the Illinois Congress of Parents and Teachers for the quick response to our request for volunteers to aid in staffing the polio inoculation clinics. It is indeed a great tribute to your organization that these women so readily recognized the need, and were willing to give so freely of their services to a humanitarian cause. Your organization should take pride in knowing that you have been so much a part of this wonderful effort."

The work of the region health chairman, Mrs. John Switalski, and her committee in contacting volunteers during summer vacations and directing them to clinics in dire need of help was an outstanding example of "how P.T.A's can cooperate with other community agencies" and still be in accord with N.C.P.T. policy.

—Mrs. J. Frank Lindsey, *President Chicago Region, Illinois Congress of Parents and Teachers*

(Continued from page 5)

• **A Little Rock, Arkansas,** newspaper with state-wide coverage published a full page of membership news in a Sunday edition. This shows the importance of cooperation between the publicity and membership chairmen.

I Am Your Membership Card

Through me you have an opportunity to participate in the greatest community movement in the world today.

1. *To know the child through study and parent education.*
2. *To cooperate with schools and other educational agencies in his training through shared participation with teachers and educators.*
3. *To control and build environment through the development of public opinion and civic authority.*

I am the life insurance of America. Can you afford not to invest in me?

—*Kentucky Parent-Teacher*

NATIONAL CONGRESS OF PARENTS AND TEACHERS

Executive Committee

President, Mrs. Rollin Brown, California
First Vice-president, Mrs. James C. Parker, Michigan
Second Vice-president, Dr. Kenneth E. Oberholtzer, Colorado
Secretary, Mrs. L. W. Alston, District of Columbia
Treasurer, James H. Snowden, Delaware
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Mrs. T. H. Ludlow, Illinois
Mrs. Jennelle Moorhead, Oregon
Mrs. H. G. Stinnett, Jr., Texas
Members-at-large:
Mrs. Fred L. Keeler, Michigan
Mrs. Louise S. Walker, District of Columbia

SIX-POINT PROGRAMING

• "The P.T.A. must be an action group responsible for creating within the community the desire for the best possible school system."

That challenge was leveled at the annual Michigan P.T.A. Problems Clinic at Michigan State University by the immediate past president of the National Congress of Parents and Teachers, Mrs. Lucille P. Leonard of Providence, Rhode Island. As keynote speaker, Mrs. Leonard opened the one-day conference for more than 500 local P.T.A. leaders.

"The P.T.A. must stir up the community to see its educational responsibilities and opportunities," she declared, and gave her prescription for an action program that included these points:

1. Know what subjects are being taught.
2. Insist on qualified teachers.
3. Be concerned about classes that are too large.
4. Seek up-to-date school equipment.
5. Be sure that science is stressed.
6. Work cooperatively with the school board.

Mrs. Leonard urged P.T.A. members to fight the three enemies of educational advancement—ignorance, indifference, and inertia.

The clinic featured fifteen workshops covering such topics as the use of school buildings as community centers, how to secure more qualified teachers, mental health, problems of adolescents, and training for the gifted child. Clinic participants also discussed methods of planning P.T.A. programs to help make local organizations more effective.

Mrs. Fred L. Keeler of Grand Rapids, president of the Michigan Congress of Parents and Teachers, welcomed the conferees in behalf of the congress and its clinic co-sponsor, the M.S.U. College of Education.

AMERICAN EDUCATION WEEK

November 11—17

• The spotlight will be on the schools during American Education Week, November 11—17, when we in America will once again take stock of our investment in education. The general theme for this year's observance will be "Schools for a Strong America."

In line with this theme, the following daily topics have been suggested for programs during the week:

- *November 11*—Our Spiritual and National Heritage
- *November 12*—Today's Education—Tomorrow's Democracy
- *November 13*—Schools for Safe and Healthful Living
- *November 14*—Schools for Trained Manpower
- *November 15*—A Good Classroom for Every Child
- *November 16*—National Teachers Day
- *November 17*—Schools for a United America

As in the past, the National Congress is co-sponsoring the event with the National Education Association, the U.S. Office of Education, and the American Legion.

Start planning now to observe American Education Week in your community. For the American Education Week packet of materials, write to the National Education Association, 1201 Sixteenth Street, N.W., Washington 6, D. C.

Did You Know . . . That polio vaccine almost doubles its protection with the second inoculation? . . . That the National Foundation for Infantile Paralysis has no reports of paralytic polio in persons who have had the complete series of three "shots"? Let's carry on the campaign for real protection!

THROUGH OUR Fieldglass

Field Staff: Ellen Dell Bieler • Dema Kennedy

Through Our Fieldglass is prepared from material gathered by members of the field staff "on location."

On the Spot with the Field Staff

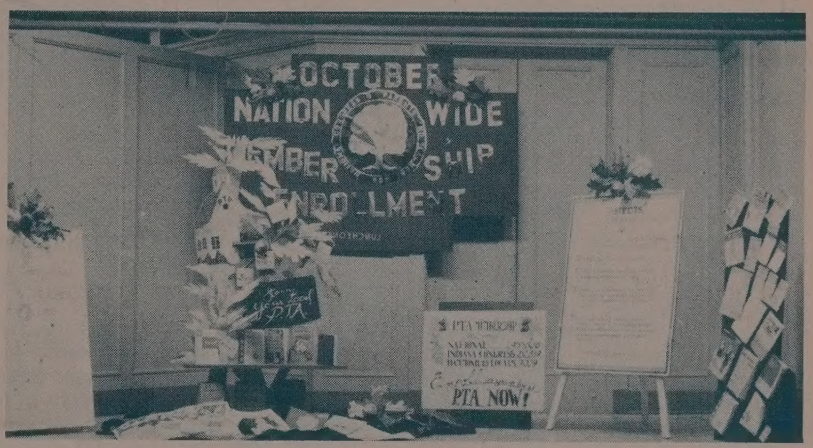
National Congress display booths at conventions, in addition to their primary function of exhibiting Congress publications, offer just the right kind of place for friendly exchange of news and information. And the exhibits at the 1956 meetings of the National Association of Secondary-School Principals and the American Association of School Administrators were no exceptions. Alert field staff, who served at the publications booths, garnered several pieces of information that are of interest to all of us.

Arizona, Prescott—The number of Prescott teachers who belong to P.T.A.'s add up to exactly 100 per cent. They arrange to have their dues paid from a general fund to which they contribute each year.

Georgia, Decatur—An issue of the Druid Hills Elementary School newssheet, *The Highlights*, according to S. E. Goble, principal of the school, carries a promotion boost for *National Parent-Teacher* and a facsimile of its subscription blank. Results are good.

Illinois, Urbana—Twelve to fifteen panel discussions were set up for last year's evening meetings of the Urbana High School P.T.A., reports Ray Braun, high school principal. At least four students participated in each discussion, probing subjects that were chosen by both parents and students. Coming up for analysis were such topics as: "Effects of TV on Students"; "Curfew—Its Importance to Youth"; "What Should Home, School, and Community Do About Juvenile Delinquency?"; "What Is the School's Responsibility for Student Activity after the Junior-Senior Prom?"; and "The Curriculum."

Michigan, Birmingham—Dwight Ireland, principal of Baldwin High School, says the Baldwin guidance department made successful use of *It's High Time*. Parents, in scheduled conferences, were given copies of the pamphlet to read before another conference, set for the next day. At the second parleys most parents stated that the booklet had given them a liberal education in parent-child relationships.



• The first membership window attempted by the Hammond Council of Parents and Teachers was relegated to a store window on a side street. When it proved to be an attention-winner, though, the council was granted its choice of windows for later displays. Mrs. John Androff, former Hammond Council publicity chairman, traces an increase of two thousand P.T.A. memberships to the message that was so effectively broadcast in the display pictured here.

Michigan, Birmingham—"Learnshop" in Barnum Junior High School, according to Herbert Hengst, principal, is a yearly workshop where parents and teachers get together to analyze junior high-age problems. Some twenty experts—mostly psychologists—share in the deliberations. A sleet storm that developed on the day set for the 1956 "Learnshop" failed to make stay-at-homes of 350 parents.

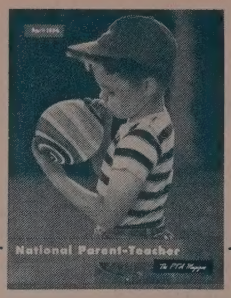
New York, Bethpage—Students participate in alternate meetings of the junior high school P.T.A. After one program, "What Guidance Means to Us," the school's activity program was scrutinized and, as a result, some new hobby clubs were formed.

North Carolina, Tarboro—A story of how a *National Parent-Teacher* magazine paid dividends was related by B. L. Price, a school principal. Intrigued by the title "Is Your Child Prepared for an Emergency?" (April 1955) Mr. and Mrs. Price read the magazine article and realized that they had *not* prepared their little daughter. This they remedied immediately, and less than a week later the child knew exactly what to do when her mother had car trouble and failed to appear at their prearranged meeting place. Mrs. Price found that the child, coached for the crisis, had calmly proceeded to the nearest police station.

More Memberships

Tuloso-Midway P.T.A., in a community on the outskirts of Corpus Christi, Texas, more than doubled its membership last year. Members credit the healthy growth to the unit's history of remarkable achievements and the room representatives' ability to review the history as they visit every home during the enrollment period. Rating high among their accomplishments are: An educational program that resulted in the employment of a school nurse; curriculum studies that led to more complete courses of study and college accrediting; enlistment of widespread father interest through evening meetings; an efficient plan for transporting sick children from the school and, if need be, to the hospital.

PROMOTION *News*



PLEASE SHARE WITH *Your* MAGAZINE CHAIRMAN

Message to 42,182 P.T.A. *Presidents:*

• One of the greatest services any P.T.A. can render to the children of the community is to get their parents interested in reading the *National Parent-Teacher* magazine. The reason why was ably expressed by Mrs. Newton P. Leonard, chairman of the board of directors of the Magazine, who said at the national convention: "In these days, when our lives are full of anxiety, and difficult problems keep coming up, we find in our Magazine a veritable spiritual bank that brings to us the inspiration, faith, wisdom, and vision we need as a bulwark in our daily lives."

• This page of Magazine Promotion News which will appear at intervals in the *Bulletin* is designed to help you and the chairmen responsible for securing subscriptions to *National Parent-Teacher: The P.T.A. Magazine.* Because we do not have funds available to contact the local magazine chairmen directly, we will depend upon you to bring this page to their attention whenever it appears in the *Bulletin.*

• And as we inaugurate this new service, I'd like to tell you how important you are to the effective promotion of *National Parent-Teacher* in your P.T.A. The membership looks up to you—otherwise it would not have selected you to the highest office it can bestow. When you yourself read, recommend, and suggest ways to promote the *National Parent-Teacher,* the entire membership will become interested in it.

• So won't you, just as soon as possible, call together the magazine chairman; the chairmen of mental health, safety, citizenship; the other project chairmen; room representatives; and publicity, program, and membership chairmen and all of you talk over ways in which you all can cooperate to boost the circulation of the P.T.A.'s own magazine: The *National Parent-Teacher.*

Mrs. Joel L. Burkitt
National Chairman
National Parent-Teacher Magazine

OHIO gives each P.T.A. PRESIDENT a subscription to the NATIONAL PARENT-TEACHER.

This month 83 P.T.A.'s in schools for children of Army personnel in EUROPE will begin receiving our Magazine. The order for the subscriptions came from Fred Miller, OVERSEAS P.T.A. coordinator for the schools.

POSTERS IN FIFTEEN STORE WINDOWS, a mobile in a restaurant, and large window displays in two stores were the TALK OF THE TOWN during the MICHIGAN CITY, Indiana, promotion campaign.

THE INSKIP P.T.A. of Knoxville, Tennessee, increased its subscriptions from 10 to 116 by:

Basing part of the program on articles in the Magazine.
Circulating back issues at the meetings.
Publishing a picture of the Magazine committee in the local paper.
Giving Christmas gift subscriptions to the public library, four ministers, a dentist, and three pediatricians.

IN NOVEMBER the NATIONAL PARENT-TEACHER will be FIFTY YEARS OLD. One of our state congresses is suggesting that each P.T.A. give some outstanding person in the community a JUBILEE SUBSCRIPTION during that month.

From OHIO comes word that our Magazine is being quoted more and more. One HIGH SCHOOL is using it as a text for a class in family life education.

CITIZENSHIP CHAIRMEN the country over are planning to get behind a big campaign to see that the new series of CITIZENSHIP ARTICLES is widely read. The first of the series, "The Free Citizen and the Mind's Health," appears in the September issue.

NATIONAL PARENT-TEACHER chairmen and PROGRAM chairmen of the District of Columbia Congress will have an all-day joint meeting on September 13 to discuss the use of the Magazine in program building.

OKLAHOMA'S state magazine chairman is stressing RENEWAL SUBSCRIPTIONS and urges all local chairmen to start soliciting renewals at least two months in advance.

THE DUNDEE AND WEST OMAHA NEWS carried a page-one feature story on Magazine Day in Nebraska. Governor Anderson and Mayor Rosenblatt of Omaha proclaimed the day in Nebraska and Omaha.

The latest reports from ALABAMA and MISSISSIPPI indicate that their MAGAZINE DAYS have been highly successful. Already more than SIX THOUSAND subscriptions are reported by the Alabama chairmen!